

# Asian-American Tobacco-Related Cancer Prevention and Intervention Research

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Funded by the National Cancer Institute, ATECAR (Asian Tobacco Education, Cancer Awareness, and Research) is a comprehensive tobacco and cancer effort targeting the Multi-ethnic Asian communities of the Delaware Valley region of Pennsylvania and New Jersey, and a collaborative endeavor between the lead institution, Temple University, other research institutions, and regional Asian community organization partners.

Based on a comprehensive baseline assessment study of tobacco use, secondhand smoke exposure and related knowledge, and attitudes and behaviors among Asian Americans, a series of culturally appropriate tobacco prevention and intervention research programs for Asian youth and adults were developed and pilot-tested in Asian communities in the target geographic areas. These programs provided the foundation and strategies for developing and evaluating culturally and linguistically appropriate smoking prevention and cessation model programs for a diverse Asian population. A unique feature of the overall developmental effort was the establishment and involvement of an Asian Community Cancer Coalition representing 30 Asian organizations and individuals who contributed to every phase of the developmental process and implementation strategy. Ensuring full participation of these organizations and the communities they represented, ATECAR developed special incentives and programs to sustain and expand its community-based programs to include, among others, mini-grants, media campaigns, and special events focused on specific issues. The various elements representing the development process and preliminary results of ATECAR's community-based program will be presented.